

2024

Talkerstein

Project Portfolio **Consulting Inc.**



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Simplifying The Path To Profitable Creative Solutions

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ABOUT THE PROJECT

Amritsari Chatore, a new vegetarian eatery in Brampton, Ontario, sought our expertise for its foundational branding needs. Specializing in delectable Amritsari Kulcha, they required guidance to navigate the complexities of establishing a restaurant business. Our team stepped in to create a cohesive brand identity, starting with a captivating logo, and extending it to a user-friendly website.

PROBLEM STATEMENT

Amritsari Chatore's journey began with a mélange of challenges typical for a startup restaurant. With a plethora of options but no clear direction, they faced a significant cultural gap in aligning their vision with the market's expectations. This indecision, coupled with a limited budget, led to potential scope creep as they initially desired everything without a focused plan. Our primary task was to distill their ideas into a cohesive brand identity that resonated with the local culture, all while managing resources efficiently and setting a strategic direction for the brand.



AMRITSARI
CHATORE



AMRITSARI
CHATORE



Amritsari Chatore
अमृतसरी चटोरे



AMRITSARI
CHATORE



HOW THE PROJECT WAS SOLVED

1. Addressing Direction and Gap:

We engaged in intensive brainstorming sessions with the owners to understand their aspirations and cultural uniqueness. This helped in narrowing down the direction and bridging the cultural gap with the target market.

2. Managing Scope Creep:

Given their limited budget and expansive desires, it was crucial to prioritize. We established clear boundaries and focused on essentials that would have the maximum impact. This meant prioritizing the logo, branding, print material, and website in the initial phase.

3. Creating a Focused Timeline:

By developing a timeline, we delineated the project into manageable phases. This approach allowed us to concentrate on key elements in each sprint, ensuring quality without overextending the budget or scope.





SPECIAL FEATURES OF THE WEBSITE

- 1. Online Ordering System:** Streamlines the food ordering process, enhancing customer convenience.
- 2. Cohesive Branding:** Ensures a consistent and memorable user experience aligned with the restaurant's identity.
- 3. Daily Specials Display:** Keeps content fresh and enticing, encouraging regular customer visits.
- 4. Mobile-Friendly Integration:** Offers an easy-to-navigate menu on mobile devices, integrated seamlessly with the ordering system for user convenience.



BASKETS BY

MELANIE

EST.

CUSTOMIZED
GIFT BASKETS

2021

ABOUT THE PROJECT

Melanie's Basket presented a unique challenge: creating a captivating online presence for her gift basket business with minimal client input. The client, busy with a full time job and unable to dedicate time for meetings or complete necessary forms, entrusted us with the autonomy to research, create solutions. Our team navigated these constraints, using AI-generated imagery to represent the diverse range of products, ensuring progress while awaiting the client's availability for a photoshoot.

LOGO EXPLORATIONS

BASKETS BY MELANIE

Baskets By Melanie

BASKETS BY
MELANIE

BASKETS BY

MELANIE

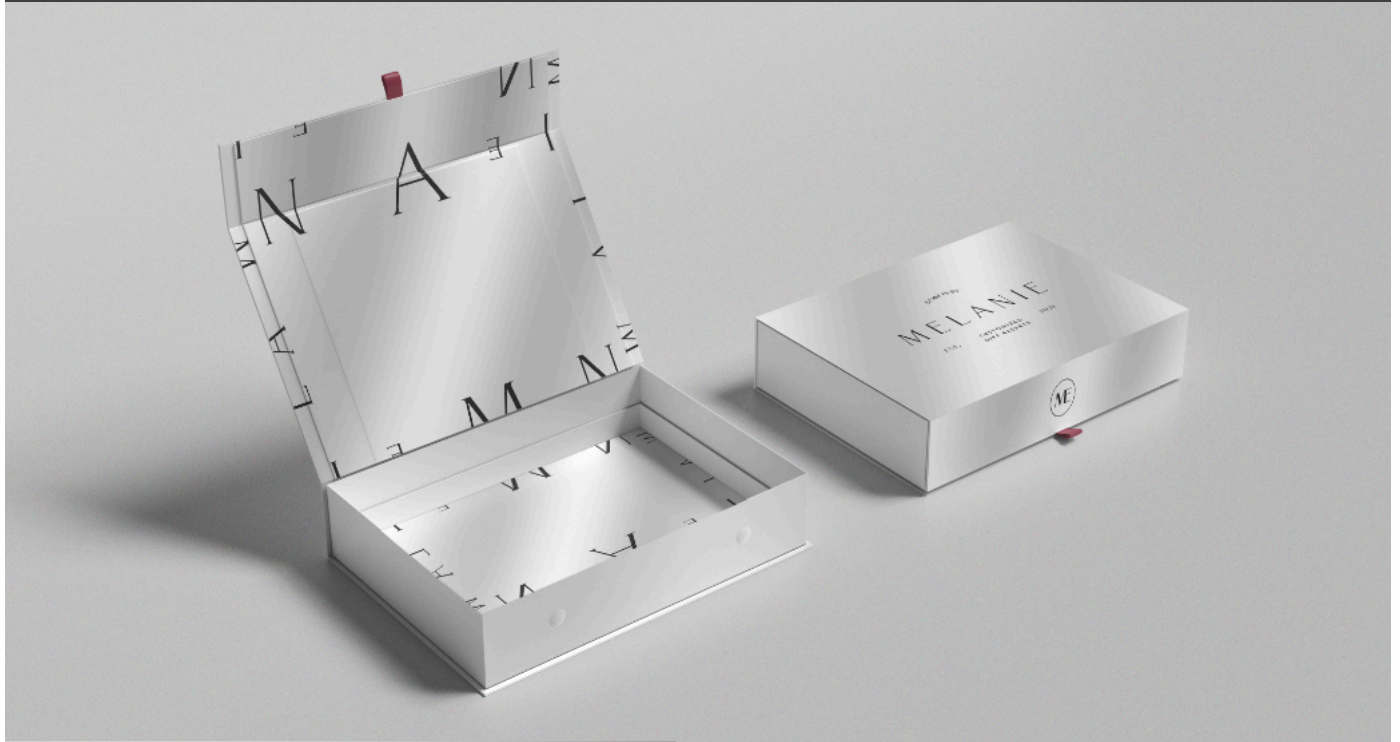
EST.

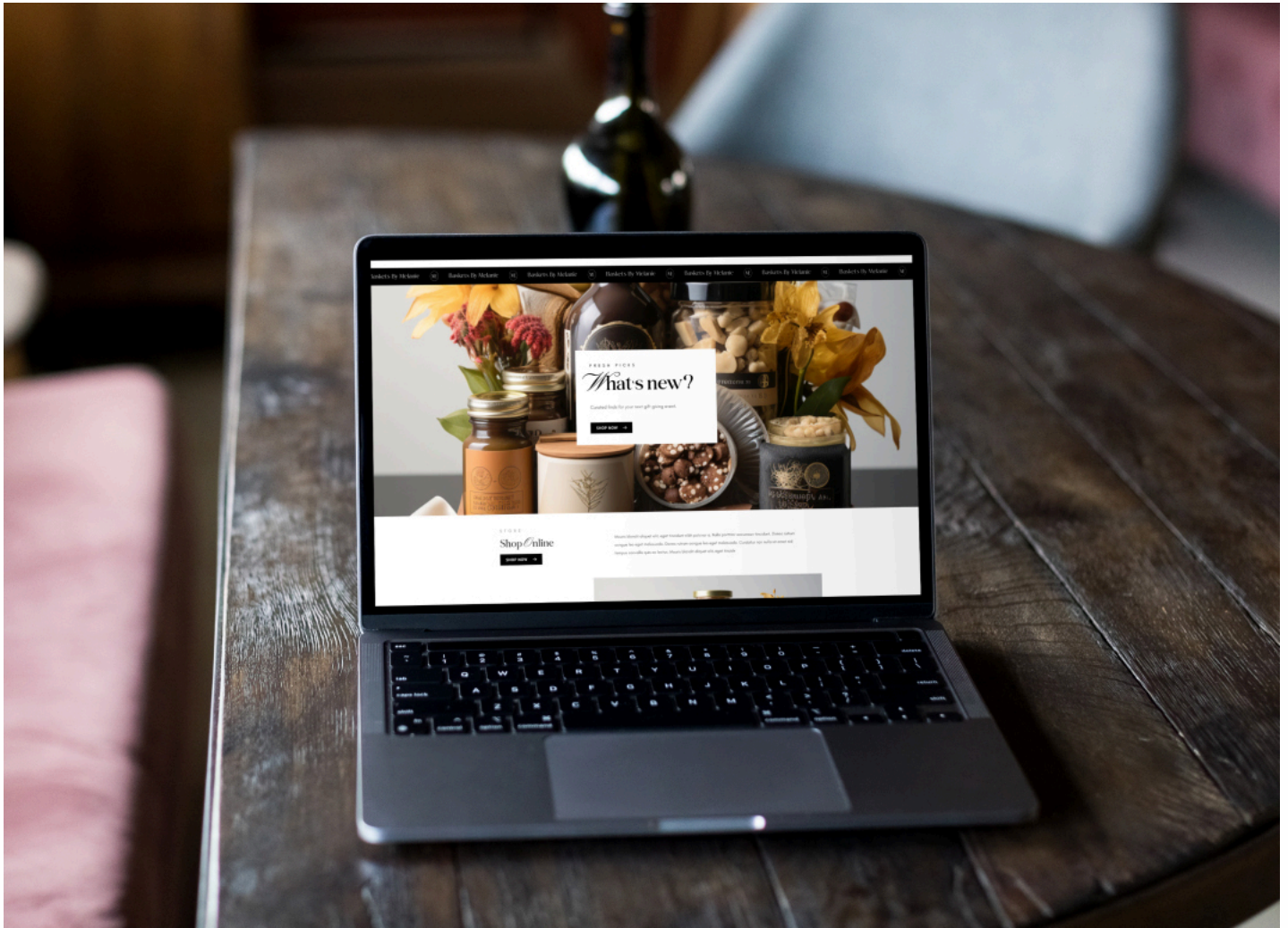
CUSTOMIZED

2021

GIFT BASKETS

BRANDED COLLATERAL PIECES





HOW THE PROJECT WAS COMPLETED

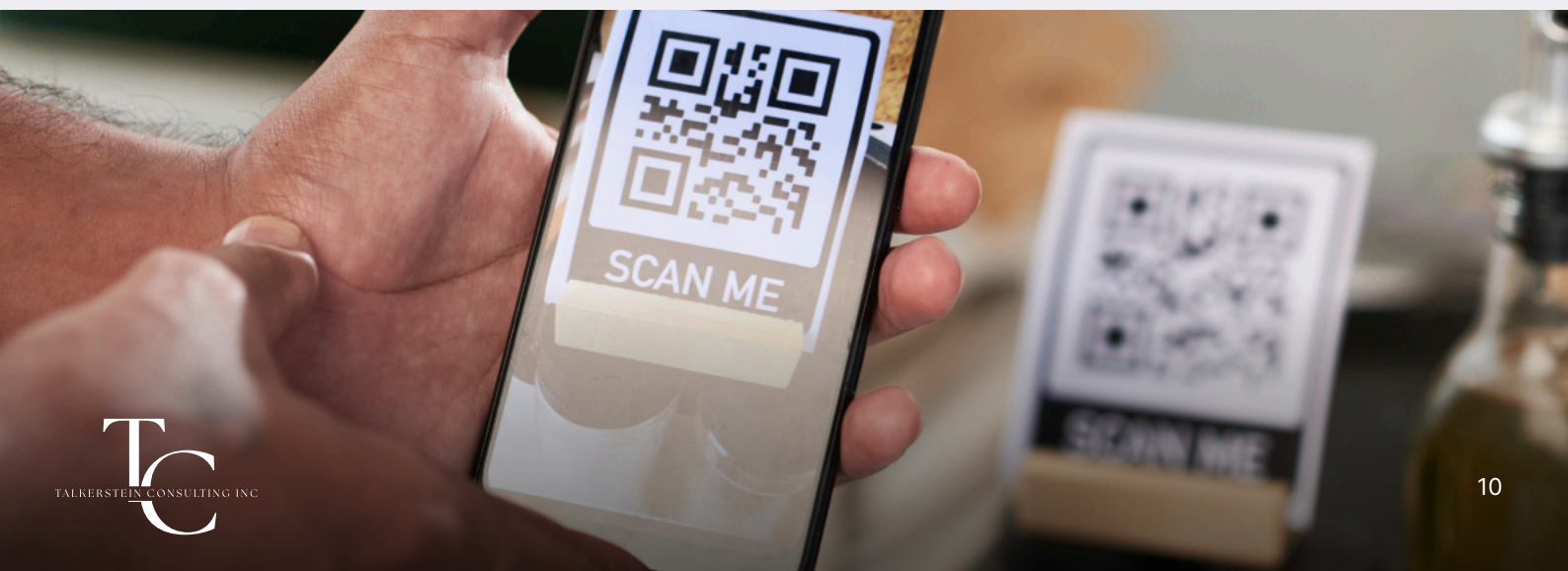
To address these challenges, we employed a two-pronged approach. First, we conducted in-depth market research to understand the gift basket industry and the unique position of Melanie's Basket within it. Based on this research, we crafted a series of proposals aligned with the perceived brand image and target audience. Meanwhile, to compensate for the lack of photographs, we utilized advanced AI technology to generate realistic images of gift baskets. This innovative solution allowed us to move forward with developing an appealing online presence while remaining flexible for future client collaboration.



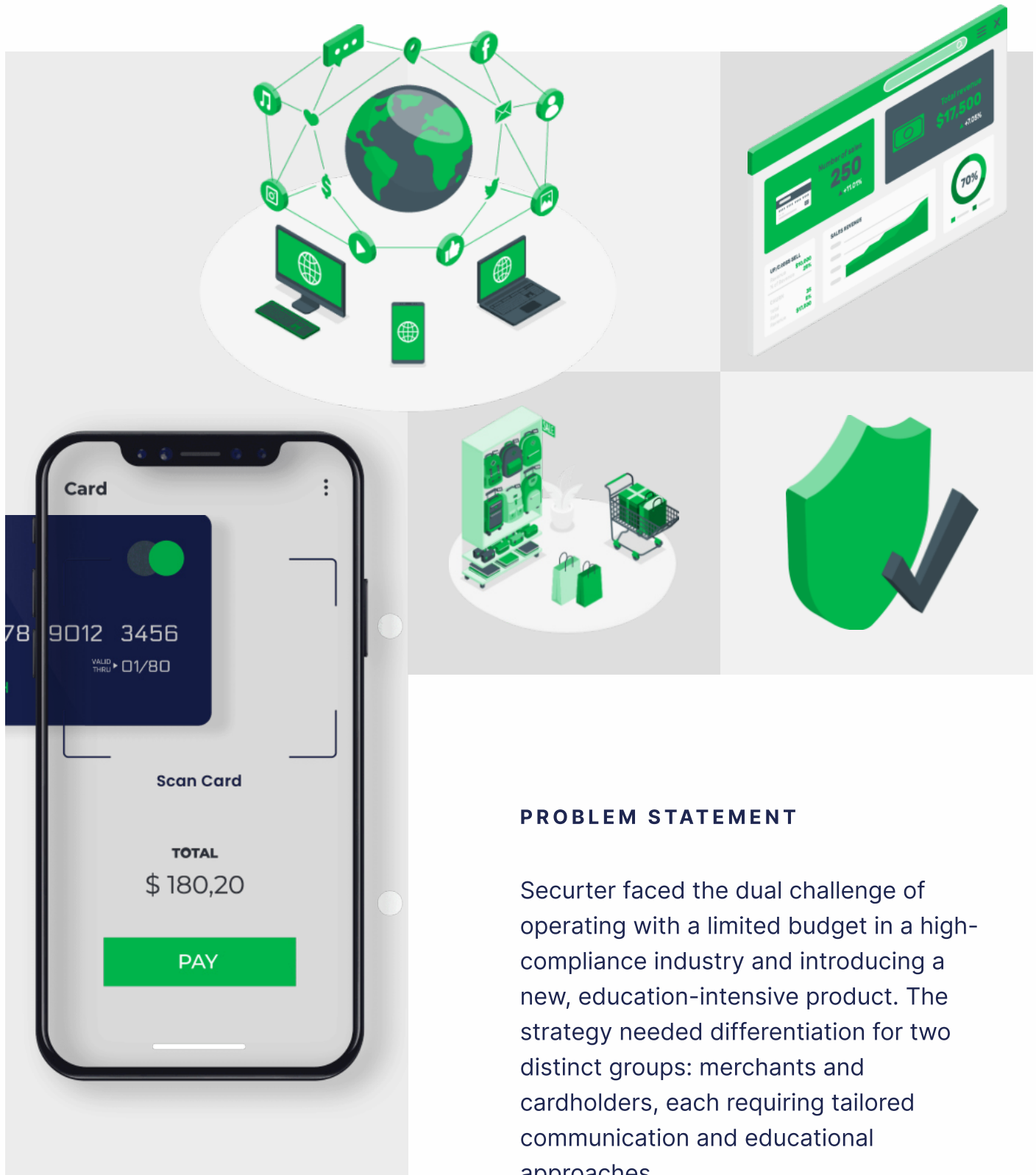


SECURTER

Securter is a fintech solution for ecommerce businesses, focusing on reducing Card Not Present (CNP) fraud. The project involved branding consultation, app QA, and market research. A significant challenge was simplifying the communication of this complex solution for an audience that may not be technologically savvy.



PROJECT ILLUSTRATIONS



PROBLEM STATEMENT

Securter faced the dual challenge of operating with a limited budget in a high-compliance industry and introducing a new, education-intensive product. The strategy needed differentiation for two distinct groups: merchants and cardholders, each requiring tailored communication and educational approaches.

HOW THE PROJECT WAS SOLVED

1. Branding and Communication Strategy:

Developed a clear, user-friendly branding strategy to demystify the fintech solution for an unsophisticated user base.

2. Quality Assurance and Market Research:

Conducted thorough QA of the app to ensure reliability and compliance, and performed market research to understand the needs and pain points of both merchants and cardholders.

3. Educational Approach:

Implemented an educational campaign to inform both user groups about the benefits and functionalities of Securter, focusing on its role in reducing CNP fraud.





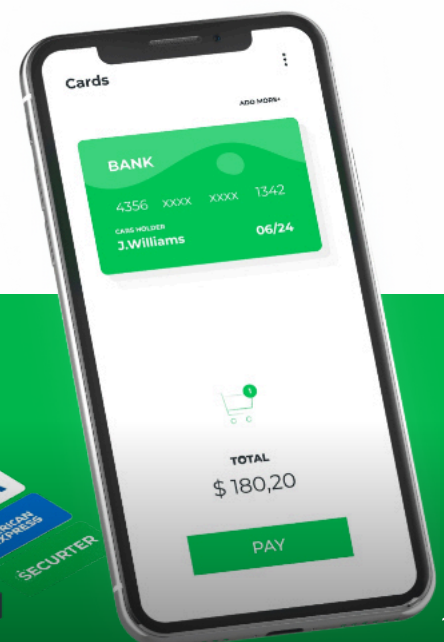
SPECIAL FEATURES OF THE WEBSITE

Customer Dashboard:

A key feature of the Securter website is the customer dashboard. This tool allows users to manage their accounts efficiently, enhancing user experience and engagement.

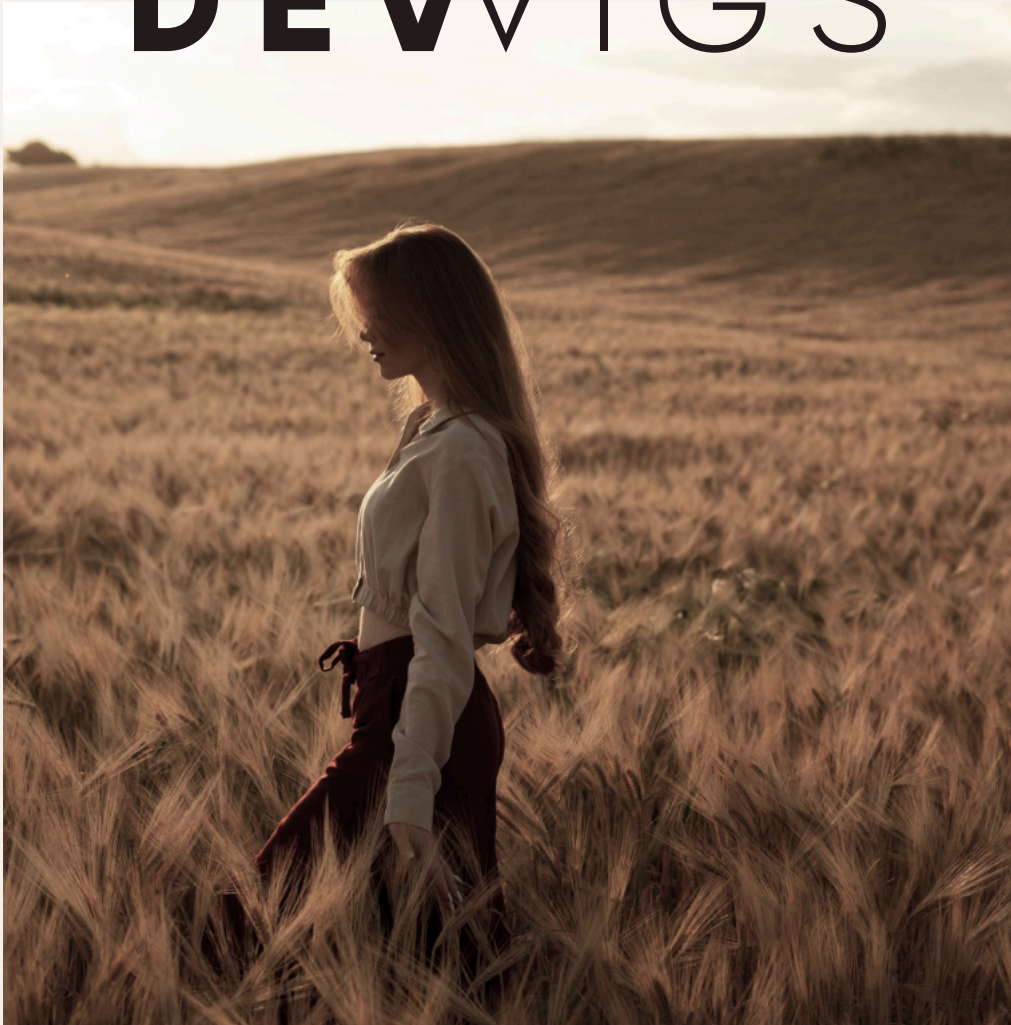
Crowdsourcing Campaign:

The website successfully hosted a crowdsourcing campaign, raising over \$250,000 through a Canadian platform. This not only underscores the website's functionality but also highlights the trust and interest in Securter's solution.





DEWIGS



ABOUT THE PROJECT

DevWigs, a custom wig maker previously operating on an appointment-only basis, expanded its business model by embracing eCommerce. This shift allowed them to offer new products like toppers and scrunchies. Our task was to create an exceptionally beautiful and unique website, uncommon in the wig industry, with the goal of increasing leads through AdWords and enhancing conversions. A key feature of this project was the integration of an appointment booking system that syncs with the customer's calendar for ease of scheduling.

LOGO EXPLORATIONS

DEWIGS
LUXURY EUROPEAN WIGS

dev.
WIGS

DEWIGS
LUXURY EUROPEAN WIGS

DEWIGS
Luxury European wigs



DEWIGS



PROBLEM STATEMENT

DevWigs faced the challenge of defining a clear business direction and quantifying the potential success of their investment in digital expansion. The difficulty in committing to a particular path was overcome by creating a cohesive customer experience. The new website not only showcases their products beautifully but also educates visitors on how the business operates, thereby facilitating informed purchasing decisions.



HOW THE PROJECT WAS SOLVED

1. Digital Expansion: Transitioned DevWigs from a purely appointment-based model to an eCommerce platform, broadening their market reach.
2. Website Design and Development: Focused on creating a visually stunning website, breaking industry norms to stand out in the market.
3. Lead Generation and Conversion: Implemented targeted AdWords campaigns to drive traffic and integrated a simple yet effective booking system to streamline customer appointments, enhancing the overall conversion rate.



WHAT IS SPECIAL

ABOUT THE WEBSITE

1. **Booking System:** A user-friendly appointment booking system that syncs with customers' calendars, simplifying the scheduling process.
2. **Buy Now, Pay Later Option:** This feature offers flexibility in payment, making it more convenient for customers to purchase.
3. **Instagram Embed:** Integration of Instagram on the website provides a dynamic display of their products and customer experiences, enhancing engagement and social proof.





derech

INSTITUTE FOR TORAH STUDIES

ABOUT THE PROJECT

Derech Yeshiva, dedicated to providing North American boys with an authentic Yeshiva experience, embarked on a project to modernize its outreach. The goal was to refresh the image of the Yeshiva to appeal to prospective students and their parents in a digital age. A significant challenge was navigating the diverse opinions of many stakeholders in a traditionally conservative environment.



PROBLEM STATEMENT

Derech Yeshiva faced several key issues: an outdated and unprofessional website that failed to compete with the appeal of other schools. This was particularly challenging as their target audience ranged from Yeshivish and Modern Orthodox families to parents new to the Yeshiva system. The need was to create a platform that resonated with all these groups while maintaining the essence of the Yeshiva's values.

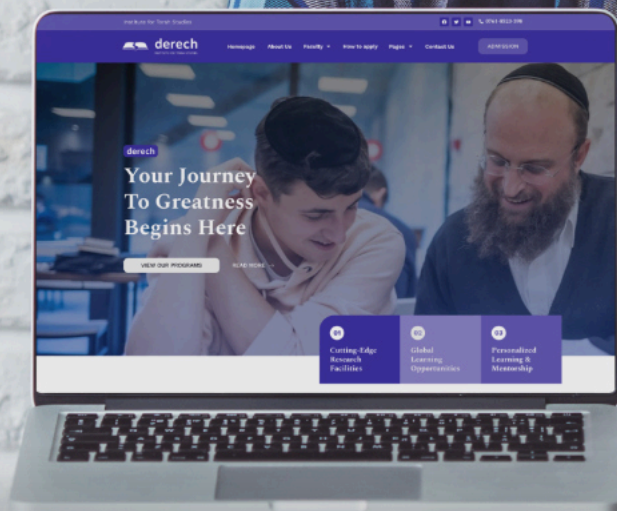
HOW THE PROJECT WAS SOLVED

1. Branding and Website Revamp: Implemented an effective branding strategy, focusing on a modern, professional look while respecting the Yeshiva's traditional values.
2. Promotional Strategy: Developed promotional materials that highlighted the unique aspects of Derech Yeshiva's educational experience, appealing to both traditional and modern orthodox communities.
3. Inspirational Content: Utilized Torah teachings and inspirational messages to communicate the ethos of Derech Yeshiva, showcasing the depth and richness of the Yeshiva experience.



HOW THE PROJECT WAS SOLVED

1. Modern User Interface: A clean, contemporary design that appeals to a younger, digitally-savvy audience while remaining respectful of traditional values.
2. Inspirational Torah Content: Integration of Torah teachings and inspirational messages to connect with the audience on a deeper level.
3. Interactive Elements for Engagement: Features that allow prospective students and parents to interact with the Yeshiva, such as virtual tours or Q&A sections with faculty.



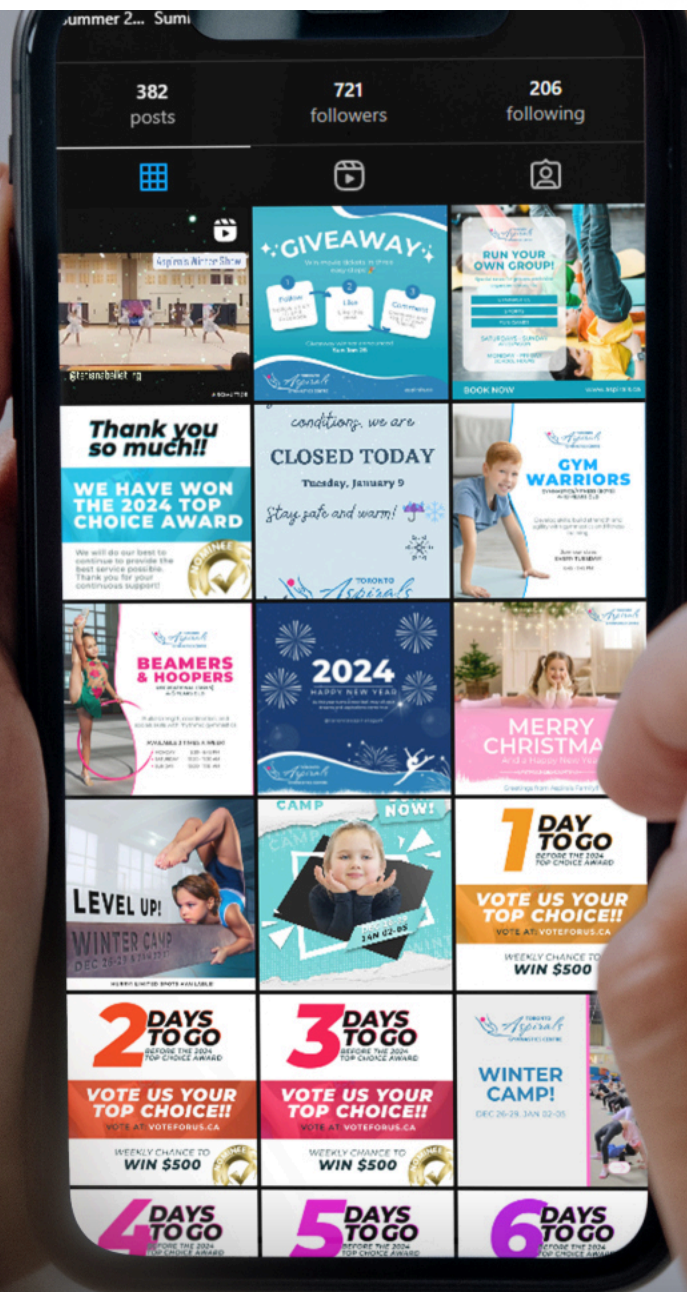


ABOUT THE PROJECT

Aspirals is all about fun and fitness for kids through rhythmic gymnastics. Alla wanted more families to know about her gymnastics studio and get more kids signed up. But, there's a little twist - not many people were searching for gymnastics classes like hers online. Despite this, Alla was determined to jump over this hurdle, especially with the studio being celebrated with a 2023 Top Choice Award. They needed a smart plan to get noticed in their special niche.

PROBLEM STATEMENT

Imagine trying to shout in a vast field but only a few people can hear you. That's kind of what happened to Aspirals. They had great ads ready to go, but because not many people were looking up gymnastics classes, those ads weren't getting seen much. This made it super tough for Alla to spread the word about how awesome gymnastics can be for kids.



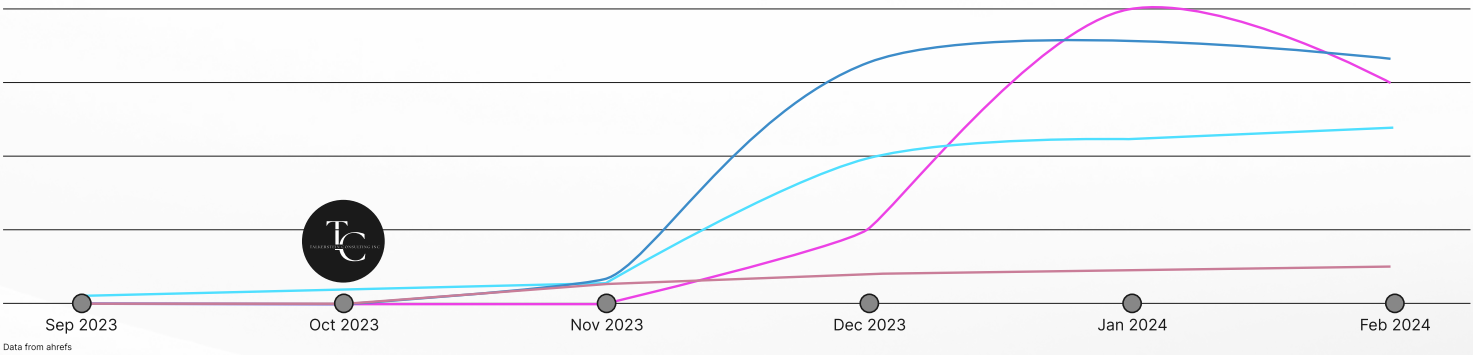


✓ Referring Domains

✓ Avg. Domain Rating

✓ Avr. URL Rating

✓ Avg. Organic Traffic

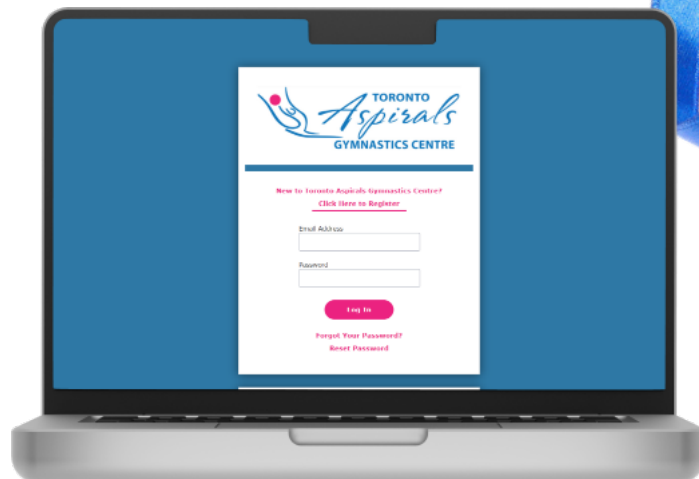


HOW THE PROJECT WAS SOLVED

Alla and her team got creative. They built some cool web pages and made fun pictures that show parents why gymnastics is fantastic for their little ones. It wasn't just about flips and jumps; it was about building confidence and having a blast. They also set up a super easy way for parents to book trial classes for their kids, making it a breeze to get started.

SPECIAL FEATURES OF THE WEBSITE

One of the coolest things on Aspirals' website is the easy-peasy booking system. It's a game-changer for busy parents who want to sign their kids up for a trial gymnastics class without any hassle. Plus, the website's filled with fun facts and eye-catching pictures that tell you all about the perks of gymnastics, making every visit to the site a little adventure.



TOP CHOICE
awards

[Winners](#) [Submit](#) [How it Works](#) [Tools & Resources](#)

Vaughan

You've found the local business jackpot! All of the businesses below have been voted Top Choice by people in your city. Check them out today!

Toronto Aspirals Gymnastics Centre - Top Choice Gymnastics School of 2024	View Profile
Toronto Aspirals Gymnastics Centre - Top Choice Gymnastics School of 2024	View Profile
Toronto Aspirals Gymnastics Centre - Top Choice Gymnastics School of 2024	View Profile



TOP CHOICE AWARD

Aspirals winning the Top Choice Award was not a coincidence. We planned a structured social media campaign that had to strike a balance between being effective, asking our followers to fill a 3-minute survey while not annoying our audience.

The result? Victory.

Sam's Menswear

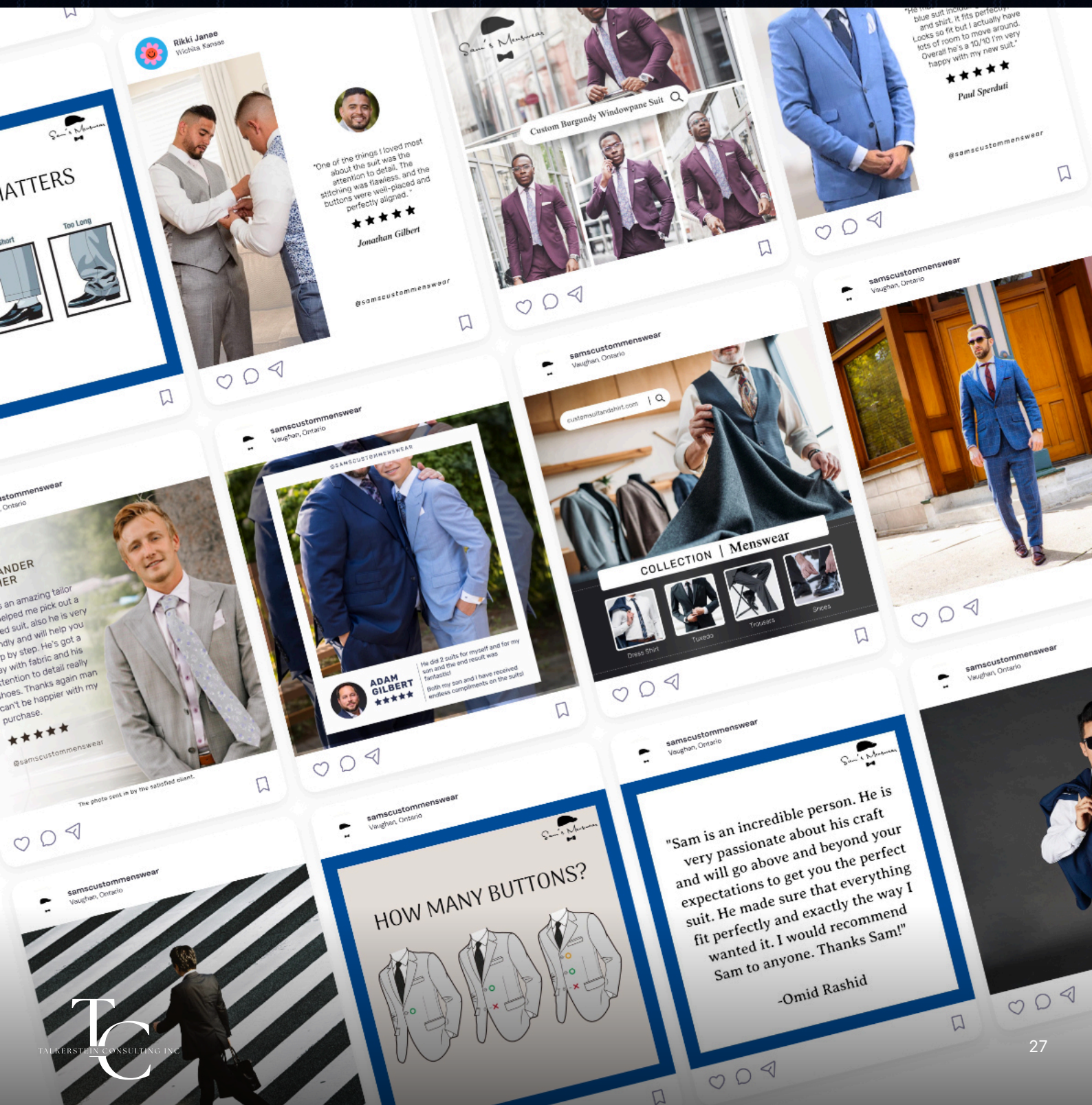


ABOUT THE PROJECT

Sam's Menswear, a distinguished home-based tailor in Canada, specializes in crafting the finest custom suits and menswear. Despite offering unparalleled quality and personalized service, Sam's Menswear faced a significant challenge due to its home-based operation, limiting exposure and accessibility to potential new customers. Our project focused on enhancing SEO and visibility to bridge this gap, aiming to introduce Sam's unique offerings to a broader audience.

PROBLEM STATEMENT

Sam's Menswear faced formidable competition from large retailers who dominated customer attention through substantial ad spend, making it challenging for smaller, quality-focused businesses like Sam's to capture leads. Despite offering superior service and custom tailoring, the brand struggled to break through the digital noise and reach potential customers, largely overshadowed by these big box stores' online presence.





Top 3
Keywords

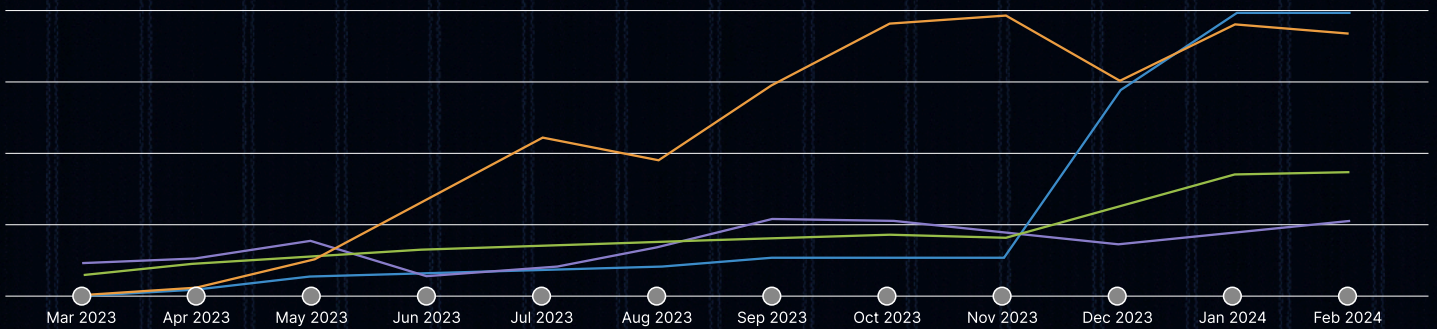


25
Domain Rating



56
URL Rating

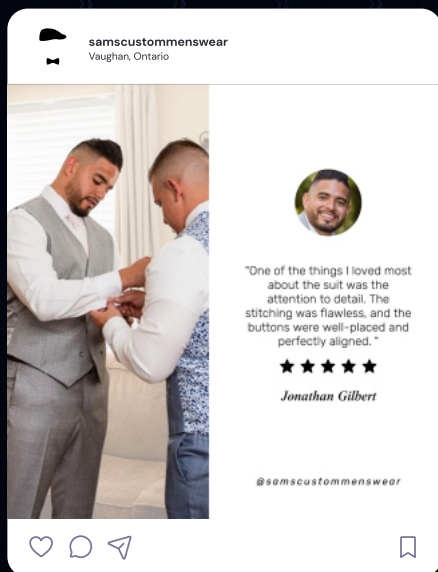
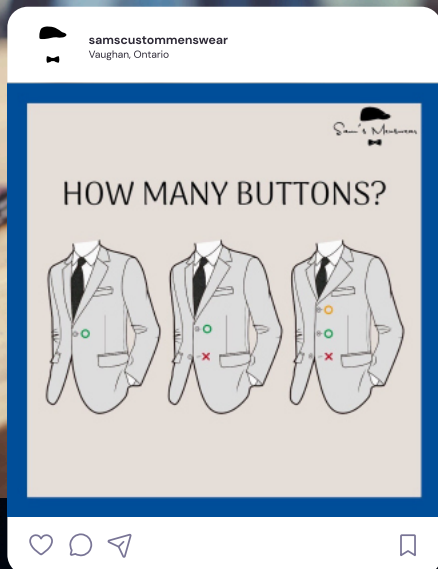
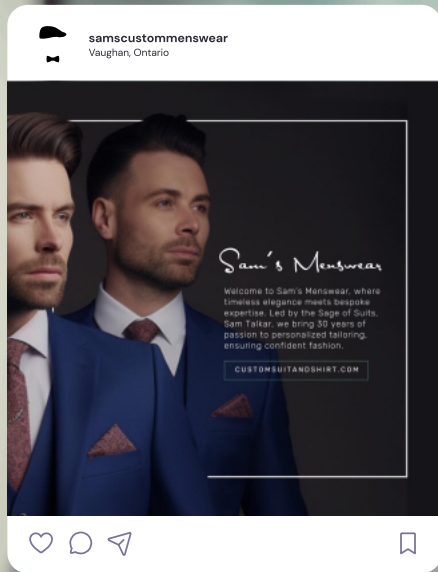
☒ Referring Domains ☒ Avg. Domain Rating ☒ Avr. URL Rating ☒ Avg. Organic Traffic



Data from ahrefs

HOW THE PROJECT WAS SOLVED

To tackle the visibility challenge, we embarked on a comprehensive strategy starting with a complete website overhaul to better reflect Sam's Menswear's quality and uniqueness. Recognizing the power of organic search, we focused on creating high-quality backlinks and riding the wave of pop culture to align with current search trends. This approach was complemented by publishing engaging, well-researched articles and utilizing AI-enhanced photography to captivate and engage visitors. Additionally, we amplified the brand's credibility and local presence through accumulating over 100 Google My Business reviews, directly boosting its visibility and appeal to new customers.



SEARCH ENGINE OPTIMIZATION RESULTS

One of the standout features of the revamped Sam's Menswear website is its AI-enhanced photography, which not only showcases the custom suits in the best light but also creates a dynamic and immersive online browsing experience. Coupled with engaging articles that tap into current pop culture trends, the website offers a unique blend of informative content and visual appeal. This strategic use of content and technology not only elevates the brand's online presence but also significantly improves SEO, setting Sam's Menswear apart from its competitors.

Talkerstein Consulting Inc.